

## MINUTES

Council on Aging Strategic Planning Committee

November 9, 2018

Senior Center

230 Webster St., Marshfield, Ma 02050

**ATTENDANCE:** Carol Hamilton, Fred Monaco, Maureen Sanders, Maureen Rosenberg and Paul Winget.

**CALL TO ORDER:** The meeting was called to order at 9:05 am.

**APPROVAL OF MINUTES:** Fred moves to approve the minutes of the meeting for July 10, 2018. Paul seconds the motion. The motion passes unanimously.

## DISCUSSION:

The strategic plan was last updated on July 10, 2018. The committee suggested the following updates for this meeting;

- 1) Increase Parking and Outdoor Recreation #5 Take out under the action plan; #1, 2, 3, Add that the COA will meet with DPW to develop a procurement process and hire an engineer for Phase III. Change the date of design and construction to 2019, as process was delayed by decision on procurement. Under the status updates take out, 1, 2, & 3. Add information about approval by the T. A. and Town Counsel on the procurement process and the approval of the QBS process. Also add that the DPW has agreed to assist with procurement and oversight of Phase III.
- 2) Increase Program Space – #2 under the action plan take out 1 & 2. Add that we will design an expansion plan, develop a budget, present the design and cost estimate to spring T.M. 2019. Also add that we will create an Outreach Expansion Committee to promote the expansion. Under the updated status take out 1, 2 & 3. Add that the Architect's contract was extended until November 30, 2018. Add that the Umass study was presented to the BOS on October 22, 2018 and then release to the public and put on the website. Add that an expansion committee was formed and met on October 25<sup>th</sup> & 30<sup>th</sup>. Add that the study was given to the architect and the committee to incorporate information into the plan.
- 3) Apply for Accreditation – #4 under the action plan take out 1 2, 4, and 6. Change the deadline on submission to May of 2019. Under the updated status section take out #1 and # 3. Take out the first sentence in # 2. Add that we completed the final standard with the CIC. Add that we will review the submission notebook in the fall and winter of 2018 and 2019.
- 4) Enhance Fundraising Capacity – #4 under the action plan take out #4. Add the word recruitment with a slash next to the word hiring. Under the status update change the dates in #1 to 2018-2019. Take out #'s 1, 2, 3, & 4. Add that we requested a Booster member to serve as Liaison on the Outreach Expansion Committee. Add that a representative from the Boosters was chosen. Add that the COA Executive Board met to discuss formation of a Capital Campaign Committee to perform fundraising activities. This would be a sub-committee of the Boosters.
- 5) Expand and Improve Financial Assistance to Elders - #1 under the action section take out the second line of #2. Add that we offered the Tax Work off program in 2018 with 34 participants. Add that the COA and Board attended a Marshfield Helping Marshfield Group and Forum in April and another one is scheduled for November. This is a charitable and social service task force that is working together and sharing resources to help the community. A brochure will be developed and modeled after the Ram Resource Book, preciously

put together by the Rotary. Under the updated status change the date in #1 to 2018-2019. Take out # 4 & 5. Add that the due to the Formula Grant increase the COA will add a part time Social Service Worker in 2019. Add that The COA was awarded another Encore Grant for 2018/19 fiscal year to assist older people finding work through a support, information and networking group.

- 6) Increase Awareness and Visibility – Take out #'s 1, 2, & 6 under the Action plan. Add talk with IT or web designer about easier access to the newsletter and COA information. Ask committee member Paul to research and check other sites to see if there are better alternatives. For the status section take out #'s 3, 4 and 5. Change #1 to read that the original promo video will be reviewed revised and shortened so that it can be used by the outreach expansion committee. Add that the Umass video is posted on the website. Lastly, add that the Strategic planning members will investigate the usability of the existing town website compared to other sites. Change the target date to ongoing
- 7) Expand Nutrition Options – # 7 take out #'s 1 & 2. Add a new # 6 that states that we will develop a business plan for the proposed new café space and food service. Under the status note that the Director will work with MCOA and talk with COA's that are currently offering Café services.
- 8) Program Planning and Evaluation – # 8 under the action plan add that the Evaluation Committee will meet quarterly to amend the plan. Under the updated status take out #'s 1, 2, & 3. Change the date on the Fire Drill to October 1 2018. Add that there was a written evaluation conducted. Add that there is a meeting scheduled for November 14, 2018 to review the evaluation plan. Add that there was a suggestion box insert in the July Link with the next one being released in January.
- 9) Develop an Age Friendly and Dementia Friendly Plan and Initiatives # 9 -Under the action plan add that the town will form a task force for the emerging age friendly initiative in 2019. Add a #2 which states that the COA will pursue events and programs for the Dementia Friendly Initiative. In the status section add that the memory café will continue after the initial program this summer. There are plans to hold the memory café in September, October and November thus far. For the second item add that the Marshfield COA received its "Emerging Age Friendly Status" certificate from AARP on October 20, 2018.

**NEXT MEETING:** The next meeting is scheduled for January 18, 2019. The quarterly review for the Strategic Plan should be done in January, April, July and October.

**ADJOURNMENT** The meeting was adjourned at 10:30 am.

Respectfully Submitted,

Carol Hamilton, Director  
Council on Aging